

To Listen to the play back of the call follow this link:

 $\frac{https://myhealthplan.webex.com/myhealthplan/ldr.php?RCID=69dbe2c4fbc48c97b876}{baaa59cdcb9d}$

AGENDA BlueCross BlueShield Minnesota

- Welcome and Introduction
- Resource Sharing WalkBike To School Day Resources
- The Role of Partnerships in Creating and Implementing Minnesota's State-Funded SRTS Program
 - Jennifer Pellitier, PhD (almost)
- State Policy
- Announcements
- Open Space

Confidential and proprietary.



RESOURCE SHARING

Favorite or most useful Walk to School day event resources?

From Minneapolis Public Schools: Thought others may find having readily available translated materials handy.

Generic and editable. Attached and also found online on the page that pops up after someone registers for bike/walk day in MPS:

http://emss.mpls.k12.mn.us/bike walk day materials

Confidential and proprietary

To shake things up we are going to start our calls a little differently and open with an opportunity to share an interesting or helpful new resourcee. It can be local, regional national. Technical or soft skills. If you thought it was interesting, odds are other will as well.

Add notes:

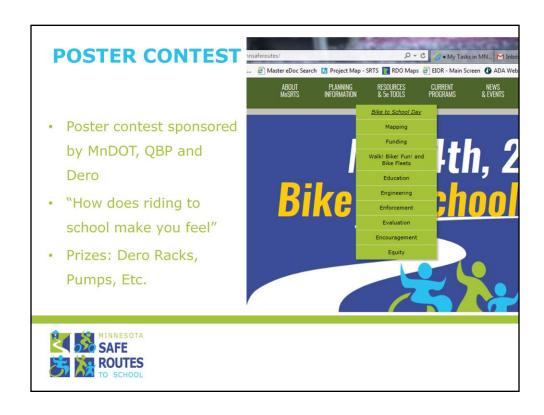
http://www.dot.state.mn.us/mnsaferoutes/











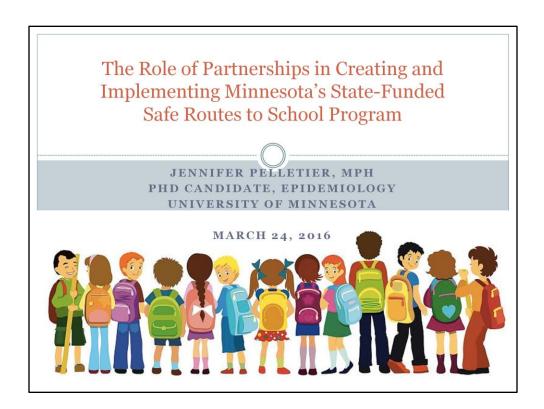




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Thank you, Jill, I'm excited to share the results of my evaluation with you today. I will be giving this presentation at the SRTS National Conference in a couple weeks, so I look forward to hearing your feedback.

Outline

- 1. Background and rationale
- 2. Evaluation design
- 3. Evaluation findings





Just a brief outline here. I'm going to start by describing the background and rationale for the study, then I'll describe the evaluation design and findings, and I'll wrap up with some conclusions and recommendations.

Part 1. Why Study Minnesota?

- Motivation to understand partnership processes
 - HOW do organizations from different sectors actually work together?
- Regional Implementation Model
 - o Regional Development Organizations (RDOs)
- State-funded Safe Routes to School (SRTS) Program
 - 0 2012-2014
 - \$500,000 annual non-infrastructure funding (on-going)
 - \$1 million infrastructure funding (one-time)

Let's start with the rationale, why is it interesting to study Minnesota's SRTS program? First of all, my personal motivation for this study was to better understand how organizations from different sectors work together to achieve social change. This is one of several questions I was interested in answering in my dissertation, which focuses broadly on cross-sector collaboration for obesity prevention.

Safe Routes to School in Minnesota provides and interesting case study for two reasons. First, Minnesota uses a regional implementation model in which the Department of Transportation, or MnDOT, contracts with regional planning and coordinating organizations such as Regional Development Organizations to provide communities with technical assistance on SRTS.

Second, Minnesota is one of only a handful of states in the country to have dedicated state funding for SRTS programs. Between 2012 and 2014, a series of bills created a state SRTS program, dedicated \$500,000 annually for non-infrastructure funds, and made a one-time allocation of \$1 million in infrastructure funding. As more states are looking to institutionalize their SRTS programs, Minnesota's experience can help inform advocacy efforts in other states.

Evaluation Question

 What partnership structures and processes contributed to successful <u>implementation</u> and <u>advocacy</u> on SRTS in Minnesota?

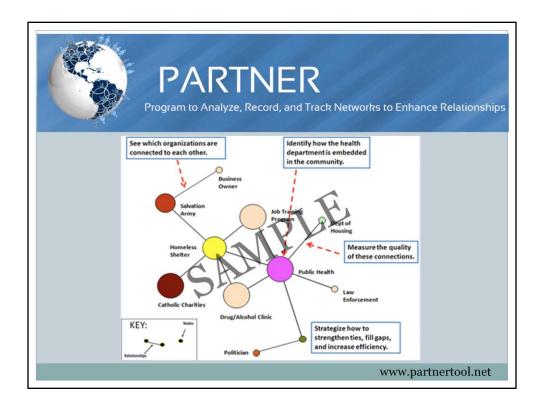


The specific question I sought to answer in this evaluation was: What partnership structures and processes contributed to successful implementation and advocacy on SRTS in Minnesota? I'm using the term partnership loosely here to refer to all the collaborative work happening in the state, from local community teams to state-level program administration.



The evaluation collected data through both a survey and key stakeholder interviews. In early 2015, I invited all active participants in statewide SRTS activities to complete an online survey on their organizational relationships and activities.

Then last summer, I conducted in-depth interviews with a purposeful sample of 18 key stakeholders. The interviews lasted about an hour and were audio recorded and transcribed for analysis.



The survey platform I used is called the PARTNER tool, or the Program to Analyze, Record, and Track Networks to Enhance Relationships. This tool was designed to study collaborative partnerships in public health settings using social network analysis. This allows you to visualize the partnership through network maps like this one. The survey included two types of questions. The first asked respondents to report on their contributions and perspectives on SRTS work in the state. The second asked respondents to report on their relationships with other organizations that worked on SRTS.

Interview Topics Individual and organizational role Goals, strategies, activities, and processes

The interviews covered many of these same topics in more detail, including participants' individual and organizational role in SRTS and the goals, strategies, activities, and processes of SRTS work in Minnesota.

Analysis Tabulations of survey responses Social network maps Qualitative coding for themes in interviews Triangulation of findings

To analyze the data, I tabulated the survey responses and created social network maps using the built-in analysis tool that comes with the PARTNER tool.

For the interview data, I used a standard, two-cycle qualitative analysis technique to code the transcripts line by line and group the codes into major themes.

Last, I used the results from the survey in combination with the interviews to triangulate the findings where possible. For example, I looked to see if the survey results confirmed the themes emerging from the interviews, and I also used the interview results to provide additional detail and context on the survey results. You'll see what I mean by this as I walk through the findings section.

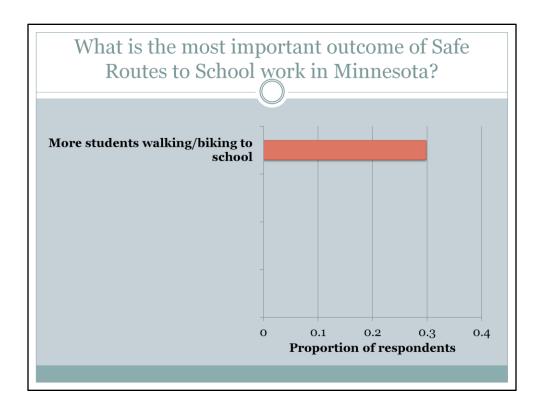
Respondents			
State Agencies	MnDOT, Health, Education	6	5
Non-profit Organizations	Bicycle Alliance of Minnesota	15	6
Regional Development Organizations	Arrowhead Regional Development Commission	8	2
Local/Regional Public Health Agencies	Carlton County Public Health Department	13	2
Schools/School Districts	Red Pine Elementary School	3	2
Other Government Entities	Edina City Council	3	1
All		48	18

Of the 80 organizational representatives that I invited to participate in the survey, 48 responded. The respondents represented 6 sectors, which are listed here. There were state agencies, such as the departments of transportation, health, and education; non-profit organizations, such as health services organizations, advocacy groups, professional organizations, and community-run initiatives; regional development organizations, which employed transportation planners; local and regional public health agencies, schools and school districts, and other government entities such as city councils and public works departments.

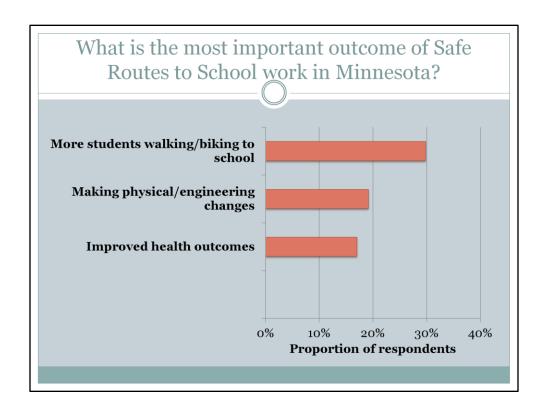
I used the results of the survey to identify and recruit key stakeholders from the 5 state-level lead organizations, which had the greatest number of organizational relationships. I also recruited an additional 1 to 2 participants from each sector to make sure that I was hearing diverse perspectives.



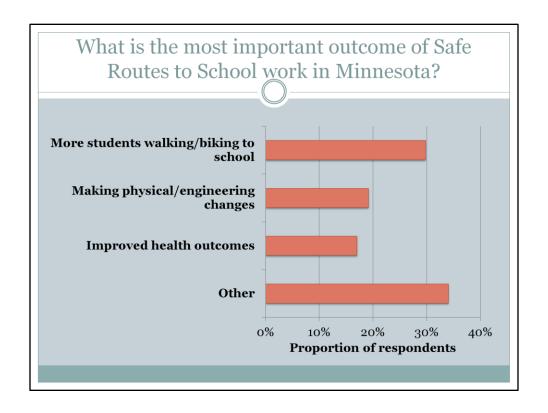
I organized the findings into the following 5 themes that contributed to the success of the partnership: They are having agreement on the concrete objective of collaboration, member engagement, clearly defined organizational roles and functions, multi-level leadership, and meetings and communication. Now I'll go through these one by one.



We know from previous studies that agreement on a common goal or objective is an important element of successful collaboration. This slide shows the survey responses to the question, "What is the most important outcome of Safe Routes to School work in Minnesota? The most common response is shown here, which was "more students walking or biking to school." This was selected by 30% of respondents.



A fair number of people also chose, "making physical or engineering changes" and "improved health outcomes."



And about one third of respondents chose one of the 7 other outcome choices listed, such as building community connections or improving academic achievement. This means that 70% of the respondents said that the most important outcome was something other than "more students walking or biking to school."

Public Health (agencies, non-profits) Physical activity promotion Obesity prevention Schools, Planners, Engineers Pedestrian and bicyclist safety Safe Routes to School = More kids walking and biking

The interview findings can help us understand these results. The interview participants described differing reasons that motivated them to supported SRTS.

Most public health-focused organizations described being primarily motivated by physical activity promotion and obesity prevention. On the other hand, most schools, transportation planners, and city engineers described their primary motivation as improving pedestrian and bicyclist safety. The takeaway here is that Safe Routes to School was a great unifier: It brought together diverse organizations around a clear, discrete objective, increasing the number of children walking or biking to school. This objective also happened to further multiple longer-term goals.



The second theme that emerged from the interviews is how engaged and committed the participants were. They really believed in the work they were doing.

Nearly all interview participants described having a personal interest and passion for SRTS work. This personal and professional commitment motivated participants to be champions of SRTS locally and statewide. Here's a quote from one participant that illustrates this point.

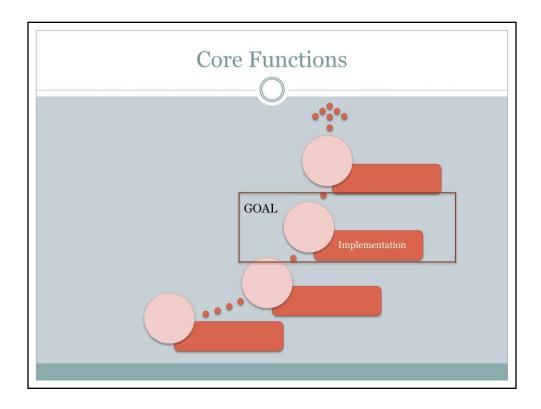
Engaged and Committed Members

"You can tell, obviously that I enjoy talking about this stuff. (laughs) I'm very passionate about it too.... it's really something that I enjoy and you kind of get a chance to get out into the communities and really see what their issues are, and help them address their needs."

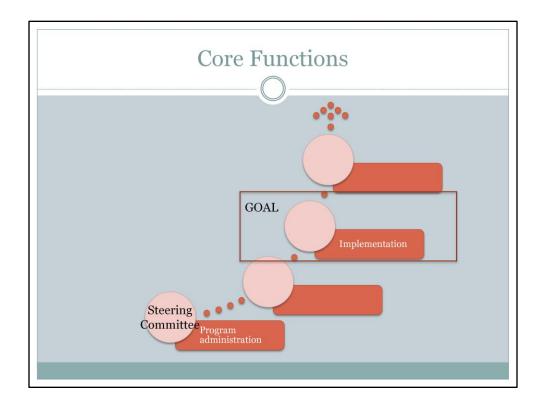
-#24 regional development organization

[READ QUOTE]

However, I also want to point out that not all participants were equally committed. One participant reported that some professional associations brought in new leaders who stopped supporting SRTS advocacy. This example really illustrates the importance of getting key individuals within organizations to buy in to the goal of the partnership.

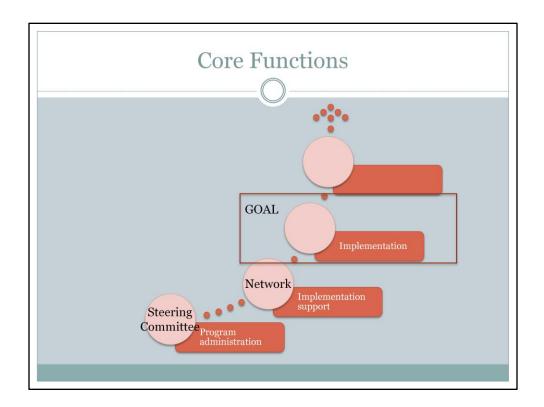


Now let's turn to the organizational roles and functions. Recognizing that there were several end goals in mind, interview participants broadly agreed that the immediate purpose of working together was to get SRTS programs implemented in as many communities as possible. In order to achieve this goal, organizations worked on 1 or more core functions.

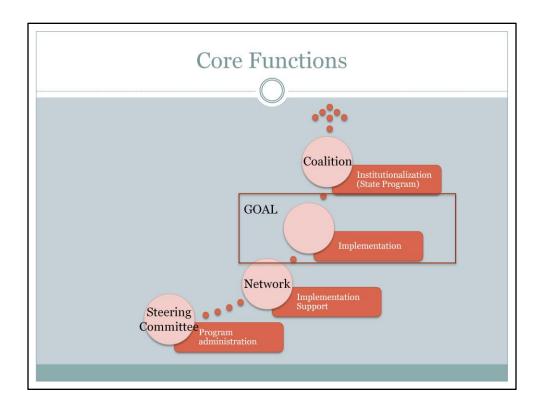


The first was program administration: or getting funds released into communities. Many interview participants described their involvement on the SRTS Steering Committee, which was convened by MnDOT to advise them on program priorities. The members included content experts from state agencies, state non-profit leaders, and school and community leaders.

A unique feature in Minnesota is that the Minnesota Department of Health also funds SRTS work through the Statewide Health Improvement Program, or SHIP. This program competitively awards grants to local health departments to build community capacity for SRTS. The program administration function therefore encompasses both the MnDOT and SHIP programs.

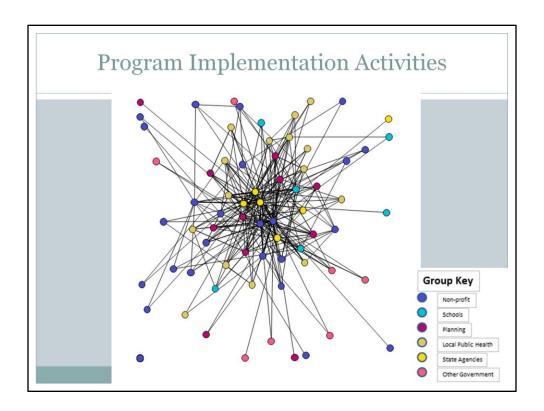


The second key function was providing implementation support to communities. Nearly all interview participants were involved in the SRTS Network, which created a forum for information- and knowledge-sharing through monthly conference calls. The Network was led by a non-profit organization, and the intended audience for these calls was mostly regional planners and public health practitioners, who were working with multiple communities on their SRTS programs. However, some staff from schools, state agencies, and non-profit organizations also reported participating in the Network.



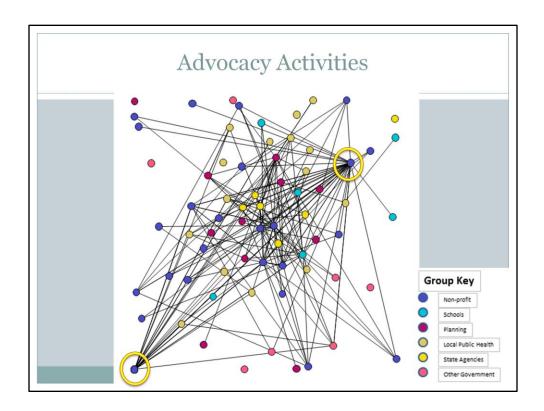
And the third key function was institutionalization, or creating a state program that would provide continued funding and agency support for SRTS. The SRTS Coalition was led by two non-profit organizations that organized a legislative advocacy campaign for this purpose. Coalition members included various organizations, associations, and local units of government that signed a public letter of support for state SRTS funding.

So the interview participants emphasized that the Steering Committee, Network, and Coalition each had distinct roles, but these three structures interacted quite a bit. Let's take a look now at some social network maps from the survey data to get a picture of what this really looked like.

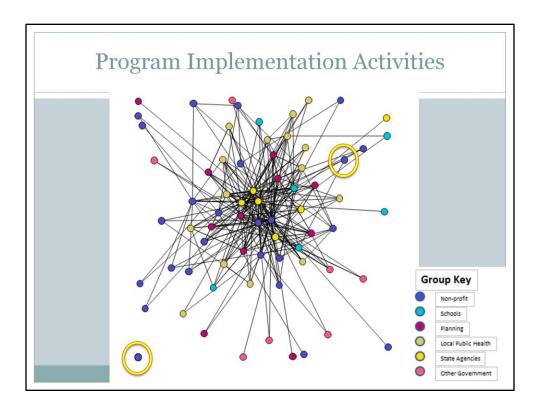


This map shows the relationships between organizations that worked together on program implementation activities. There's a lot to see here, so let me walk you through it. Each dot represents an organization, and the color of the dot indicates the sector that organization is from. A line between two organizations indicates that they reported having an established relationship on SRTS.

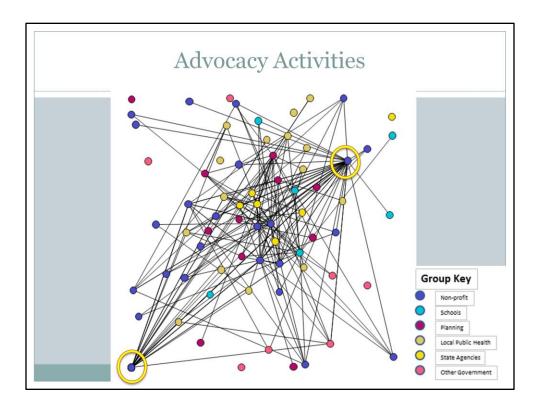
So you can see here the many connections that the yellow state agencies and a few purple non-profit in the center have. These organizations look like they might be facilitating and coordinating a lot of the program administration and implementation work statewide. Then you can see these red regional development organizations and the paler yellow which are the local public health agencies. They look like hubs for a smaller number of other organizations. And then there are these other organizations around the periphery that only have one or two key relationships—so it doesn't look like they're very active in the implementation functions of the partnership.



Now this map shows the relationships that developed around advocacy activities. You can see that it looks quite different from the previous map. The dots are actually all in the same place, so take a look at a couple of these non-profits that are hubs of advocacy activities and I'm going to go back to the previous slide for a moment.

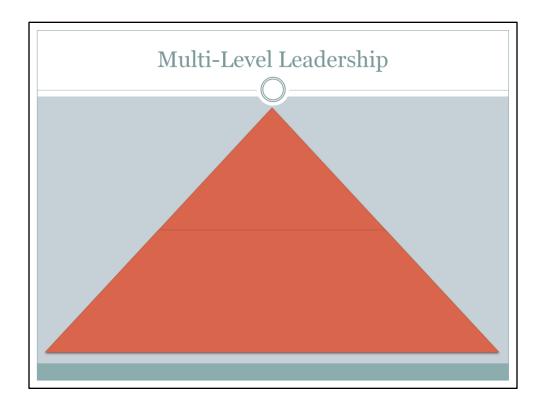


Interestingly, these organizations hardly work at all on program implementation,

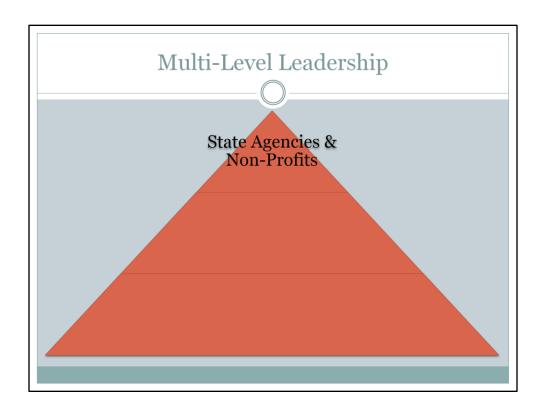


but they are the biggest hubs of advocacy activity.

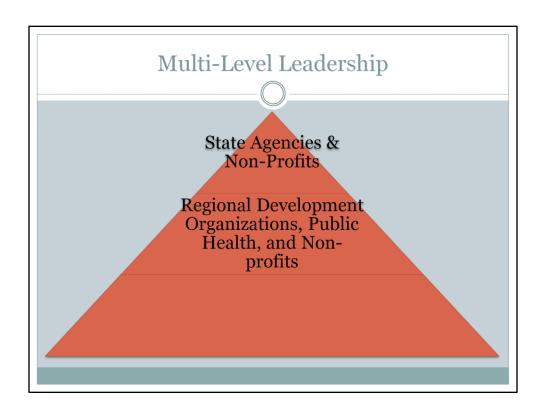
So you can see that it's like there are two social networks in one. There appears to be clearly defined organizational roles and responsibilities, with some organizations specializing pretty heavily and others working on both implementation and advocacy. Now I'd like you to keep these pictures in mind as we move to the next theme, which is multi-level leadership.



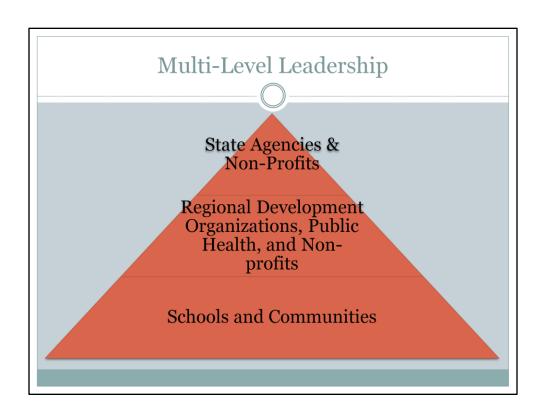
The fourth theme that emerged from the interviews can help us understand what exactly we were seeing in those network maps. Most participants described themselves as leading and coordinating SRTS activities at some level, and we can visualize this as a 3-level leadership structure.



At the statewide level, participants from state agencies and non-profits reported that they directed and managed the activities of the Steering Committee, Coalition, and Network, and the interaction of the groups. These are the state-level leaders I mentioned earlier that reported the greatest number of organizational relationships on the survey and in the network maps.



At the regional level, participants from regional development organizations, public health agencies, and non-profits reported leading and facilitating community planning processes to develop SRTS plans. They also reported providing encouragement and logistical support for program implementation across multiple communities in a region. We definitely saw these organizations as the regional hubs on the Implementation map.



Finally at the local level, many participants identified having strong local leadership and champions as one of the keys to successful implementation. Several participants gave examples of communities with a strong local champion who organized and sustained community interest in SRTS. And They also gave examples of communities where a lack of local interest or leadership halted progress on implementation.

Local Champions

"That's really the biggest key to our Safe Routes work, we can lead the horse to water, we get all this information out there to all of them, you know, it's just about the connection. Some are like, 'Yeah, let's try this out. Let's do this. We're energized, or at least somebody is energized about it and we'll do it.' And others have been like, 'No thank you,' and we don't really press it too much because we've got other school districts that we're working with...the key is more...champions to see the value in it."

-#20 regional development organization

Here is a quote that illustrates this theme. It's from a participant from a regional development organization, who is talking about working with local communities. [READ QUOTE]

Multi-Level Leadership: Keys to Success

Collaborative leadership skills

"So I ended up developing a really close relationship with the transportation planner at the [RDO], and he spent, I could have sat with him all day...He's someone that I can ask a question of that he's not offended, it's not like I'm trying to teach him, ask him how to do his job, or tell him how to do his job, where like our local engineers, I don't have that kind of relationship with, because I think they feel like I'm trying to tell them how to do their job, and they're kind of defensive. And then [he] can also explain some of the challenges on their side that I don't see, that they're not willing to share.

-#22 non-profit organization

I want to mention two additional sub-themes that emerged from the interviews, which identified keys to the success of this leadership structure. First, several participants described themselves and others as "connectors" or "enablers" who were skilled at facilitating the development of cross-sector relationships. I'm calling this collaborative leadership skills, which are different from the kind of leadership skills that are needed in other types of settings. Collaborative leaders need to be able to bring people together across disciplinary boundaries and find a common language and way to move forward. Participants provided examples of these leaders at both the state and regional levels. Here is an example [READ QUOTE]

Multi-Level Leadership: Keys to Success

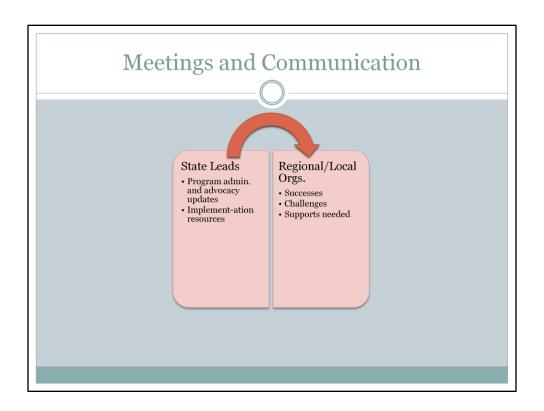
Organizational Capacity

"I think what the SHIP funds have done, is they've provided a level of capacity to communities to apply for funds that they might not have had the capacity to apply for previously. So, you know, schools are stretched pretty thin, and maybe they saw something come up around Safe Routes, but they didn't have time or energy to put into applying for it. In some communities, local public health was able to say, 'Well, we can help you with this part, the travel plan, we'll help get funds."

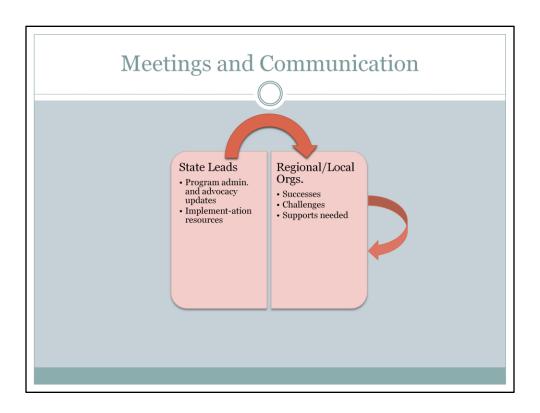
-#11 state agency

The second key to success was organizational capacity. Participants from the statewide leadership level described intentionally building regional and local leadership capacity through planning assistance grants. Here's a quote from a state agency official describing the role of SHIP funding. [READ QUOTE]

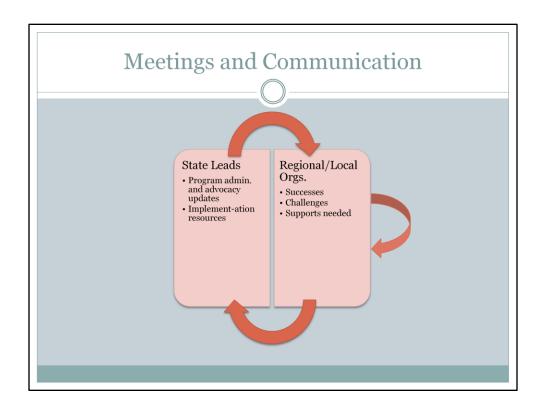
The organizations that received these funds reported that they were able to dedicate paid staff time to work with multiple communities. This in turn allowed them to organize larger community events, and pool resources and communications materials across all schools in a region. However, one drawback to building organizational capacity through annual grants is the uncertainty over whether the funding will continue. Some participants reported that they couldn't maintain consistent organizational capacity under this model.



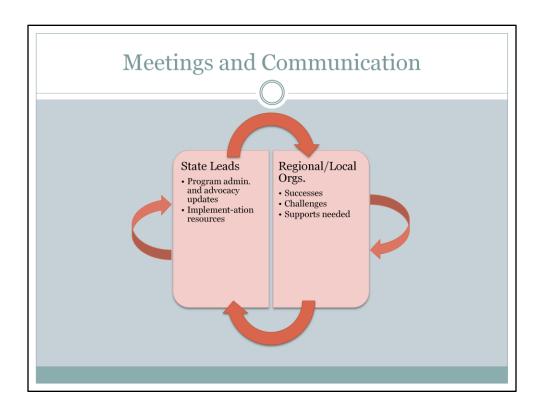
The last major theme from the interviews I want to address is meetings and communication, and primarily the role of the Network. The state-level lead organizations facilitated the calls and reported using them to share program administration, advocacy updates, and implementation resources with the regional leaders who were supporting implementation in schools and communities.



All participants from the regional level reported that the Network calls were valuable because they also allowed them to learn from each other as they shared their successes and challenges.



On the other side of the equation, the state-level lead organizations reported that hearing directly from regional leaders across the state helped them shape the support and resources they provided to meet the needs of the programs. The calls also helped them identify compelling stories that could be used to convince legislators of the importance of SRTS.



Lastly, some participants from the state lead organizations described having close relationships with each other, which helped align their work across the different partnership functions. For example, the state agencies reported sharing program data with non-profit organizations to inform advocacy efforts.



Before I move on to the conclusions, I want to talk briefly about some bigger picture issues that were raised in the interviews.

One challenge that the Minnesota partnership is beginning to face is the evolution of the partnership's goals, particularly in the advocacy arena. Many non-profit organizations and local communities reported seeing SRTS as an entrée into work on active transportation and built environments more broadly. But organizations that are more concerned with the school setting may not see the benefit of getting involved in this broader goal. Having open conversations with all partners on these evolving goals will be important in shaping the work of the partnership in coming years.

What's Next?

- Evolving goals and strategies
 - Active transportation and community design
- Equity and Sustainability
 - o Structural barriers to participation
 - Institutionalization
 - Local sources of funding



Second, looking ahead to the future of SRTS, interview participants discussed the need to address equity and sustainability. Expanding SRTS to underserved communities will likely require addressing the structural barriers to participation and engaging these communities to uncover what their needs are. This study doesn't give us the answers in terms of how best to do that, but it did raise the question.

Regarding sustainability, having a state-funded program is an important step toward institutionalizing the program and its funding streams. Several interview participants suggested that more communities integrate their SRTS plans into cities' comprehensive planning documents as a way of institutionalizing local commitments. Other participants provided examples of communities finding local sources of funding to support their SRTS programs. This is another unanswered question, but an important one as Minnesota and other states look to maintain and expand on the progress they've made.

Part 4. Conclusions & Recommendations

What were the keys to success?

- The right people
 - o Passionate & committed
 - Collaborative
 - o Multi-sector skills & expertise
- In the right jobs
 - o Organizational roles, resources/capacity
- With a clearly defined, achievable objective
 - Implement programs in more communities so more kids walk/bike
- And effective leadership and communication processes

Ok, so what do we make of these findings? What were the keys to success? First of all, the partnership had the right people. Most members had a personal and professional commitment to SRTS and brought a collaborative frame of mind to their work. They were willing to think outside their own disciplinary box and identify areas of overlapping goals. They were also skilled practitioners from many different sectors, including advocacy, and each brought their own strengths to the partnership.

Second, many key leaders at the state and regional levels had the right skill set to lead collaboratively across many sectors, they were in the right job to serve in this role, and their organizations had the capacity to support their work.

Third, there was a clearly defined, achievable objective that most everyone agreed with, which was to implement SRTS in more communities so more kids could walk or bike to school.

And fourth, there were effective leadership and communication processes. Regional & local leadership let communities design SRTS plans that were right for them and take ownership of the work, while state leadership directed and aligned the partnership's work. Regular communication through the Network calls allowed information to flow within and between state and regional participants.



To wrap up, I want to briefly discuss how this study contributes to a more general understanding of what makes collaboration successful. First, I want to note that the keys to success identified by this study are generally consistent with what has been found in evaluations of other partnerships.

Second, we saw in Minnesota that collaboration requires a different set of skills and way of approaching problems than what we're used to in traditional public health or planning approaches. Our society is facing an increasing number of complex health and social issues that demand multi-sector solutions, and it would behoove us to invest in training more cross-sector leaders from all sectors. There are training resources that exist for this purpose, and I'll just mention the Network Leadership Training Academy, which is run by the same people who developed the PARTNER tool. There's still time to sign up for this year's training if you're interested.

And last, as we invest more in collaborative approaches, evaluation of these partnerships will become increasingly important. But I can tell you from experience, it's also very difficult. Luckily there are tools out there such as the PARTNER tool that can give you a snapshot of your partnership, but it's also important to evaluate whether partnerships are achieving their objectives and making the health and social impacts they intend to. In order to do this, partnerships should carefully document their activities so they can be compared to medium and long term changes in behavior and health. Just because it's difficult doesn't mean we shouldn't try.

Acknowledgements

- UMN School of Public Health
 - o Melissa Laska, Toben Nelson, Rich MacLehose
- UMN Medical School
 - o Susie Nanney, Rebekah Pratt
- Minnesota Stakeholders
 - o Jill Chamberlain, Rachel Callanan, Amber Dallman, Nicole Campbell, and all survey & interview participants
- UMN Division of Epidemiology and Community Health, J.B. Hawley Student Research Award

And lastly I just want to acknowledge my advisors and mentors in the school of public health and the medical school, the Minnesota stakeholders who made this study possible, especially Jill Rachel, Amber, and Nicole, as well as everyone who participated in the survey and interviews. And the J.B. Hawley award that provided funding for the study.



Thank you so much, and I'm happy to answer your questions.

BlueCross BlueShield **AGENDA**

Minnesota

- Welcome and Introduction
- Resource Sharing WalkBike To School Day Resources
- The Role of Partnerships in Creating and Implementing Minnesota's State-Funded SRTS Program
 - Jennifer Pellitier, PhD (almost)
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2016 DAYS ON THE HILL

- Transportation Forward: Tuesday April 5,
 - See notes about SRTS bonding below
- MN Bike Summit (Bike MN): March 30

http://www.bikemn.org/component/events/event/225

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52

SRTS BONDING:

- MnDOT included funding, however it did not make it into the Governors proposal.
- Healthy Kids Coalition has secured a sponsor in the House, Rep Howe.

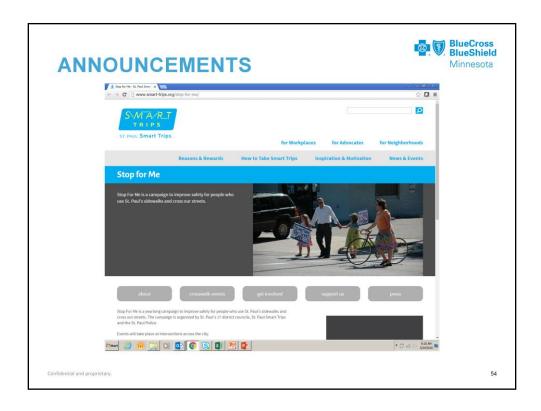
We know it is difficult to attend even one day on the Hill. Please share the information to your interested partners or stakeholders. Also, there may be in district meetings that are more convenient. Stay tuned.

S LEGISLATION		.	
House bill (HF2388)	District	Publication(s) in District (per MNA Directory) (Note: full MNA directory posted on Basecamp)	
Rep. Jeff Howe (Chief Author)	13A	Cold Spring Record; St. Joseph Newsleader; St. Cloud Times?	
Rep. Bob Dettmer	39A	Forest Lake Times: Forest Lake Lowdown: Stillwater Gazette	
Rep. Kim Norton	25A	Rochester Post-Bulletin	
Rep. Melissa Hortman	36B	Brooklyn Park/Brooklyn Center Sun Post (ECM); Anoka County Union Herald	
Rep. Laurie Halverson	51B	Burnsville/Eagan Sun Thisweek	
Rep. Tama Theis	14A	St. Cloud Times	
Rep. Jerry Newton	37A	Blaine Spring Lake Park Life; Anoka County Union Herald	
Rep. Erik Simonson (new)	7B	Duluth News-Tribune; Labor paper(s)?	
Rep. Ron Erhardt (new)	49A	Edina Sun-Current; Mpls Star-Tribune	
Rep. Rod Hamilton (new)	22B	Mountain Lake Observer-Advocate; Worthington Daily Globe; Adrian-Norman County Index	
Rep. David Bly (new)	20B	Northfield News; Lonsdale Area News-Review	
Rep. Phyllis Kahn (new)	60B	Minneapolis Star-Tribune; MN Daily (U of M);	
Rep. Peter Fischer (new)	43A	White Bear Lake Press; St. Paul Pioneer Press?	
Senate Bill (SF 2267)	District	Publication(s) in District (per MNA Directory)	
Sen. Melisa Franzen (Chief Author)	49	Edina Sun-Current; Bloomington Sun-Current; Mpls Star-Tribune	
Sen. David Senjem	25	Rochester Post-Bulletin	
Sen. Scott Dibble	61	Minneapolis Star-Tribune; Southwest Journal	
Sen. LeRoy Stumpf	1	Crookston Daily Times; East Grand Forks - The Exponent; Fertile Journal; Fosston - The Thirteen Towns; Thief River Falls Times; Red Lake Falls Gazette	
Sen. John Pederson	14	St. Cloud Times;	

If you are willing to send a letter to the editor thanking the bill sponsors and you would like a little assistance, please contact:

Steve Kinsella (kinsalecomm@earthlink.net)

Joanne Olson (jo@bikemn.org)



http://www.smart-trips.org/stop-for-me/

Local new story that showcases a location where a high school student was struck.

http://kstp.com/news/st-paul-police-launch-safety-campaign-city-interesections/4076414/

We will have a more detailed presentation about this initiative in June or July.

ANNOUNCEMENTS



SRTS National Conference April 5-7, 2016

http://saferoutesconference.org/

Youth Bike Summit – See details in earlier slides. Scholarships are available

Next Call: Thursday April 21; 10:00 – 11:00AM

BIKE FLEETS: Guide and maybe funding!!!

Confidential and proprietary

55

There are 2 Walk Bike Fun trainings in April – go to...http://www.bikemn.org/events



2016 MEETINGS

2016 Meeting Dates:
January 21
February 18

March 17 Changed to March 24
April 21?
May 19
June 16
July 21
August 18
September 15
October 20 (Confirm MEA)
November 17

Call Time: 10:00 – 11:00AM Call In: 1-866-635-8513 Code: 6516622192

December 15

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THANK YOU.

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